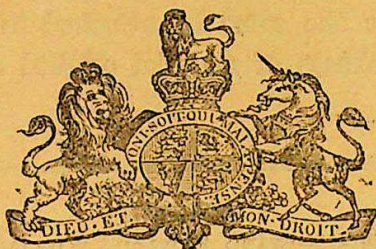


40-1
ADVERTISING.

1 Article.

2908



Adm.

A.D. 1870, 3rd NOVEMBER. N° 2908.

Advertising. *in Match Boxes.*

(Provisional Protection not allowed.)

PROVISIONAL SPECIFICATION left by Alexander Melville Clark at the Office of the Commissioners of Patents, with his Petition, on the 3rd November 1870.—A communication from abroad by Henry Gustave Adrien Pécoul, of Marseilles, France.

5 I, ALEXANDER MELVILLE CLARK, of 53, Chancery Lane, in the County of Middlesex, Patent Agent, do hereby declare the nature of the said Invention for "AN IMPROVED MEANS OF ADVERTISING," to be as follows:—

10 This Invention consists in the combination with a match box of a small book containing advertisements and notices. Matches are usually contained in small pasteboard or other boxes of various forms. These boxes are sometimes made to slide in a case which is provided with an extra thickness of cardboard or material on one side to carry the friction surface; between this extra thickness and the box I insert a small book
15 or combination of paper slips on which advertisements are printed. The several sides of the match box are left free to bear the name of the maker or devices of any kind. The small advertisement books are to be supplied to the match makers for affixing to the box, by means of a string attached between the double top and side of the box or otherwise.

Clark's Improved Means of Advertising.

In other sliding boxes the advertising book is attached either to the cover or lid (whether the same be attached to the box or not) or to an additional thickness of material applied on the top or bottom surface.

LONDON:

Printed by GEORGE EDWARD EYRE and WILLIAM SPOTTISWOODE,
Printers to the Queen's most Excellent Majesty. 1871.